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HotWire Marketing Updates Self-Guided Marketing Audit Form

Marketing Assessment Becomes More Urgent In Tough Times

Atlanta, GA – HotWire Marketing has revised and updated its popular marketing audit form. Available as a free download at http://www.hotwiremarketing.com/Marketing_Audit_09.zip, it is one of the marketing evaluation tools that become even more important during times of economic uncertainty.

Designed to be either guided by in-house or outsourced marketing personnel or self-administered, over the years the firm's marketing audit form has been widely used by businesses of all types and sizes. It provides a good starting point for firms looking to perform a comprehensive marketing assessment or examine specific marketing elements.

The newly updated marketing audit form has been expanded and now addresses current events, such as the economic landscape as well as newer marketing tactics such as blogs, and social networking. It is intended not only to provide a snapshot of the state of a firm's current marketing, but to inspire new thinking about the marketing function. It is not a substitute for the judgment of experienced marketing personnel but it does provide the groundwork for a candid marketing assessment.

About HotWire Marketing

Established in 1999, HotWire Marketing provides strategic and tactical marketing consulting services to technology firms. By focusing on assisting clientele

address their most pressing marketing-related challenges, the firm has acquired broad experience and an impressive knowledge base. HotWire's principals have worked with industry giants such as Intel and Research In Motion, as well as for dozens of smaller firms and start-ups. More information about the firm can be found at <http://www.hotwiremarketing.com>.

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